

EDITED TASK LISTING

CLASS: GRAPHIC DESIGNER III

NOTE: Each position within this classification may perform some or all of these tasks.

Task #	Task
1.	Create and produce materials and /or publications for CDCR and community in order to produce the highest level of production for print, on line publishing, multimedia, etc. utilizing CDCR web standards, printing requirements, personal computer, software (e.g., Adobe Photo Shop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, etc.) as necessary under the general direction of the communications manager.
2.	Responsible for the concept development and production of the most complex graphic design work in order to produce material, publications, web graphics, etc., utilizing client information, CDCR web standards, printing requirements, personal computer, software (e.g., Adobe Photo Shop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, etc.) as necessary under the general direction of the communications manager.
3.	Present design and production elements for CDCR staff in order to convey the desired impact and message utilizing computer-assisted applications, as necessary under the general direction of the communications manager.
4.	Create visual images, photographs, charts, power point presentations and graphs for CDCR publications, brochures, posters and pamphlets, etc. utilizing computer-based programs (e.g., Adobe Photo Shop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, etc.) as necessary under the general direction of the communications manager.
5.	Acts as creative consultant to produce effective page layout and content design for the CDCR web site utilizing computer-based programs (e.g., Dreamweaver, Adobe Photo Shop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, etc.) as necessary under the general direction of the communications manager.
6.	Consult with information officers in order to gather data for incorporation into the monthly CDCR news publication utilizing various communication techniques (e-mail, telephone, fax, etc.) as necessary under the general direction of the communications manager and the Public Information Officer II.
7.	Responsible for the production, layout and graphic design of the CDCR news and other department publications utilizing computer-based programs (e.g., Dreamweaver, Adobe Photo Shop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, etc.) as necessary under the general direction of the communications manager.
8.	Function as a graphic artist and creative consultant to design visual impact elements for inclusion in CDCR television and video productions utilizing computer-based programs, original photography and graphic design techniques (e.g., Adobe Photo Shop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, photo digitizing, display building, backdrop design, photo mounting, etc.) as necessary under the general direction of the communications manager and the Chief of Television and Video Operations.

NOTE: Tasks highlight in bold type are not on the current SPB classification specification.

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9.	Responsible for the research of current trends in video and computer software, used in the production of multi-media products, in order to recommend the purchase of latest technology utilizing vendors, conferences, electronic equipment publications, websites, etc. as necessary under the general direction of the communications manager.
10.	Responsible for the implementation of newly purchased computer software in order to update existing computer-based programs utilizing IT support, conduct training as needed under the general direction of the communications manager and the Chief of Television and Video Operations.
11.	Network with department webmasters to research, organize and implement effective visual communication strategies for the CDCR website utilizing various communication techniques (e.g., meetings, onsite visits, email, etc.) under the direction of the communications manager.
12.	Maintain project files for output, multi-color publications, freehand drawings, logos and video projects, etc. in order to provide ease of access for updates and changes utilizing various methods of computer data storage (e.g. CDs, DVDs, servers, external hard drives, etc.) under the direction of the communications manager.
13.	Edits the content material of publications and CDCR website for accuracy and effectiveness of design layout utilizing design knowledge and expertise under the direction of the communications manager.

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